

FIG. 1

AUDIO PROGRAM DATABASE - 200

PERFORMERS	255	VARIOUS ARTISTS	JOE BANKER	VARIOUS R ARTISTS
PROGRAM TYPE(S)	5	TOP 40	FINANCE; TALK;TRAFFIC	ADULT CONTEMPORAR Y
TITLE	$\frac{250}{}$	CASEY'S COUNTDOWN	FINANCE UPDATE	GREATEST HITS
GEOGRAPHIC AREA	248	NYC	PHILADELPHIA	NYC
STATION		WPXI	WNWE	WPJL
DATE/TIME STATION	240	11/18/99 8:00 P.M.	11/18/99 8:30 P.M.	 11/18/99 9:00 P.M.
		205	210	220

FIG. 2

LISTENING HISTORY (POSITIVE EXAMPLES) 300-1

CLASS	350	POS				• • •	POS			
ENVIRONMENTAL OBSERVATIONS	345	LOCATION(S): WESTCHESTER COUNTY	LOCATION CHARACTERISTICS: SUBURBAN; RURAL	WEATHER: CLEAR; SUNNY	MOVEMENT CHARACTERISTICS: 55 MPH	• •	LOCATION(S): NEW YORK CITY	LOCATION CHARACTERISTICS: URBAN	WEATHER: PARTIALLY CLOUDY; 50 DEGREES	MOVEMENT CHARACTERISTICS: 15 MPH; STOP-AND-GO TRAFFIC
PERFORMERS	340	VARIOUS ARTISTS				:	JOE BANKER (HOST)			
PROGRAM TYPE	335	N/A				:	TRAFFIC; FINANCE			
TIME STATION PROGRAM TYPE	330	TOP 40				•	TALK RADIO			
STATION	325	WPAX				•	WTKU			
TIME	320	301 1930					303 1900			

FIG. 3A

LISTENING HISTORY (NEGATIVE EXAMPLES) 300-2

CLASS	350	NEG				NEG			
ENVIRONMENTÅL OBSERVATIONS	345	LOCATION(S): WESTCHESTER COUNTY	LOCATION CHARACTERISTICS: SUBURBAN; RURAL	WEATHER: CLEAR; SUNNY	MOVEMENT CHARACTERISTICS: 55 MPH	 LOCATION(S): NEW YORK CITY	LOCATION CHARACTERISTICS: URBAN	WEATHER: PARTIALLY CLOUDY; 50 DEGREES	MOVEMENT CHARACTERISTICS: 15 MPH; STOP-AND-GO TRAFFIC
PERFORMERS	340	FAITH RHYMES; TIM	CANIII			JANE MUSIC (HOST)			
PROGRAM TYPE N	335	NASHVILLE				TRAFFIC; WEATHER			
PROGRAM TYPE 1	330	COUNTRY				CLASSICAL			
IIME STATION	325	WCTR				WPJL			
IIME	320	305 0530				307 1400			

FIG. 3B

USER PROFILE 360

NOI			[0	<u> </u>	,		[%
RECOMMENDATION		390	POS [98.5%]	POS [96.5%]	NEUTRAL	A THE CASE OF THE	NEG [100.0%]
CONDITIONS		385	TIME > 1830 & TIME <= 1930 & PROGRAM TYPE = TALK RADIO & LOCATION CHARACTERISTICS=URBAN	TIME > 1430 & PROGRAM TYPE = TOP 40 & WEATHER =SUNNY	TIME > 600 & MOVEMENT CHARACTERISTICS = AVG SPEED > 45 MPH		DEFAULT
RULE	IDENTIFIER	380	RULE 1	RULE 2	RULE 3		RULE N
			371	372	373	:	374

FIG. 3C

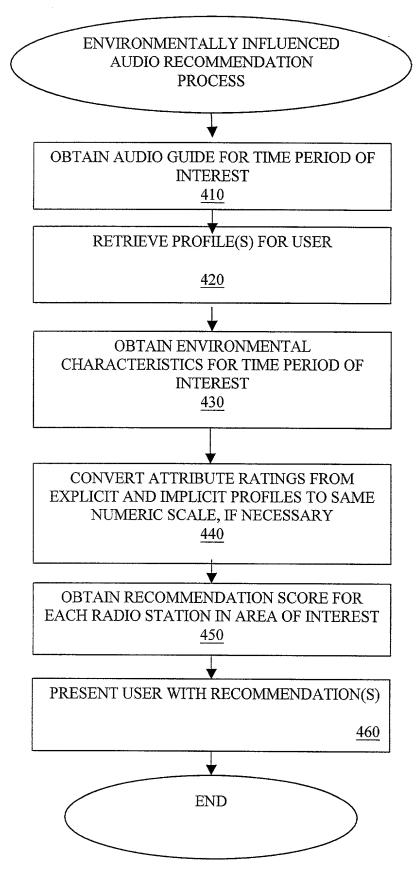


FIG. 4